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ABSTRACT

A third annual study, involving 107 higher education institutions (39 public, 68 private) was conducted to determine rate and occupancy trends in housing operations of the Middle Atlantic Region. Each responding institution was asked to state its basic nine-month double-room rate or to compute an average rate if they have more than one. It is shown that the room rate has increased steadily for each of the three years of the study from $646 in 1975 to $736 in 1977. The highest rates appear in the District of Columbia; the lowest, in West Virginia. A decline in cleaning and linen services provided during the academic year is reported. In response to questions related to the nine-month board rate for their most heavily enrolled meal plan, institutions show an increase in rates overall from $704 in Fall 1976 to $753 in Fall 1977, with the 21 meals-per-week plan being the most common in the Mid-Atlantic Region. It is also reported that the occupancy rate for men's halls overall is 95.17 percent; for women's halls, 96.08 percent; for coed halls, 97.40 percent; and for all halls combined, 96.40 percent; (SPG)

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MACUHO

MID-ATLANTIC ASSOCIATION OF COLLEGE AND UNIVERSITY HOUSING OFFICERS

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RESEARCH & INFORMATION

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RATE AND OCCUPANCY SURVEY III

In its third annual effort to deterine rate and occupancy trends in housing operations of the Middle Atlantic Region, MACUHO Research & Information sent a short questionnaire to the chief housing officers on its mailing list in the Fall of 1977. As indicated by Table 1, the response this year exceeded that of the last two years of the survey. 107 institutions responded, 39 public and 68 private. Table 1 shows the detailed breakdown, for the public and private sectors, and for each state and the District of Columbia. With the response rate increasing, one might assume that the data in the survey is becoming more representative of the actual situation throughout the Mid-Atlantic Region, and one might therefore choose to rely more heavily on the data from this study.

Note that the response rate for all categories has increased, except for private institutions in the District of Columbia, New Jersey, and West Virginia, which declined slightly, and Pennsylvania which remained constant.

Each responding institution was asked to state its basic 9 month double room rate, or to compute an average rate if they have more than one. There was some misunderstanding by a number of institutions who apparently responded with their room rate per semester or other term. Where these misunderstandings were detected, we attempted to convert the response to a 9 month rate.

The questionnaire also asked institutions who use a combined room and board rate to indicate either the dollar amount or the percentage of that combined rate which is allocated internally to room costs. Respondents were advised that where a combined rate was given but the percentage or dollar allocation was not stated, we would have no alternative but to allocate one-half of that combined amount to the room rate category. This allocation could result in some error in the tabulations, but there seemed no other alternative. Table 2 indicates the basic room rates for institutions responding to the survey. As one might expect, the room rate has increased steadily for each of the three years of our study from $646 to $691 to $736 in the current year. The highest rates appear to be in the District of Columbia; the lowest rates in West Virginia.

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Respondents were then asked if the basic double room rate includes any cleaning of student rooms other than annually, during the summer. As Table 3 indicates, the percentage of institutions which provide any cleaning during the academic year has continued to decline for the three years of this study, from 26.2% in 1975 to 17.8% this last Fall. Private institutions in Pennsylvania seem to provide some sort of interim room cleaning more frequently than any other group. Public institutions throughout the region generally do not provide interim

cleaning at all. As may be seen from the table, no cleaning is provided by responding Maryland and New Jersey institutions.

Those institutions which do provide interim cleaning of student rooms were asked to indicate the frequency of such cleaning. The cleaning schedules are tabulated in Table 3b.

Responding institutions were also asked if their basic double room rate includes linen service. This year saw a substantial decrease (nearly 4 percentage points) in such provision of linen service. Only in Pennsylvania and West Virginia does the practice seem common. The provision of linen service is shown in Table 4.

In the second major question of the study, institutions were asked to report the nine month board rate for their most heavily enrolled meal plan if they operate a meal plan. Some of the same difficulties reported with regard to the room rate are applicable here as well, for instance, statements of meal plan charges per plan, or responding with a combined room and board rate and not giving a percentage or dollar allocation to the meal plan from that combined rate. Similar steps were taken to convert the responses to usable data in those few cases where such misunderstandings occurred.

The general board rate picture in the region, not surprisingly, shows an increase in rates overall from $704 in Fall 1976 to $753 in Fall 1977. Each individual category, in general, also saw an increase, although there were a few categories where an apparent decline in board rate occurred. These are New Jersey and Pennsylvania public institutions, and West Virginia private institutions. These apparent declines could result from a change in the mix of institutions responding to this year's survey. There is no information to indicate that the board rate costs have actually declined, and one would not expect to hear of such a decline. As Table 5 indicates, the highest board rates occur in the District of Columbia and the lowest in Pennsylvania.

As a follow up to the board rate question, institutions with board plans were asked to state the number of meals served per week in their most heavily enrolled meal plan, i.e. the meal plan whose rate was reported in Table 5. As may be seen in Table 6, the twenty-one meals per week plan seems to be most common in the Mid-Atlantic Region, as has been the case in the previous two years of this study. The nineteen meal per week and twenty meal per week plans, respectively, are the next most popular. Some institutions report a fifteen meal per week plan and a few report other variations, but these appear far less common.

Finally, institutions were asked to report their occupancy levels for men's halls, women's halls, coed halls, and all halls combined, as these categories apply to their institutions. A few respondents misunderstood this question and reported the distribution of their resident population among the categories of halls. Those responses, were, of course, not usable. A few institutions reported that their occupancy level was "100+%". For tabulation purposes, such responses were entered as 101%. This admits of some possibility for error, but the only alternative would have been to recontact each such

respondent individually (there were quite a number) and ask them to retabulate their occupancy levels to arrive at a more precise number. It is our hope to try to clarify this question in the instructions given in next years rate and occupancy study.

Tables 7a-7c report occupancy levels for each category of residence halls at public and private institutions throughout the Mid-Atlantic Region. The occupancy rate for men's halls overall is 95.17%; for women's halls 96.08%; for coed halls 97.40%; and for all halls combined 96.40%. As is apparent, most categories of residence halls have increased their occupancy since last year. Highest occpancy is in Maryland at 99.11% overall. The lowest occupancy rate is in West Virginai at 92.60% overall.

Following the last set of tables are a page of notes to the tables, and a copy of the rate and occupancy survey instrument used this past Fall. Questions and comments regarding the survey, as well as requests for copies of past surveys, should be directed to the address on the first page of this report.

Continued cooperation of the members of MACUHO in this and other similar surveys will result, it is hoped, in increased amounts of useful data being available to housing officers throughout the region.

TABLE 1 INSTITUTIONS RESPONDING

TYPE & YR / STATE	PUBLIC INSTITUTIONS			PRIVATE INSTITUTIONS			ALL INSTITUTIONS		
	75	76	77	75	76	77	75	76	77
DE	1	1	1	-	1	3	1	2	4
DC	-	-	-	6	6	5	6	6	5
MD	7	7	8	6	4	7	13	11	15
NJ	1	7	9	3	5	4	4	12	13
PA	6	12	13	29	44	44	35	56	57
WV	2	6	8	4	6	5	6	12	13
TOTAL	17	33	39	48	66	68	65	99	107

TABLE 2 BASIC ROOM RATE[1]

TYPE & YR / STATE	PUBLIC INSTITUTIONS						PRIVATE INSTITUTIONS						ALL INSTITUTIONS					
	75		76		77		75		76		77		75		76		77	
	N	$	N	$	N	$	N	$	N	$	N	$	N	$	N	$	N	$
DE	1	- 706	1	- 776	1	- 890	-	-	1	-640	3	-799	1	- 706	2	- 708	4	- 844
DC	-	-	-	-	-	-	6	- 812	6	-891	5	-904	6	- 812	6	- 891	5	-904
MD	7	- 617	7	- 620	8	- 667	6	- 595	4	-605	7	-672	13	- 607	11	- 615	15	-669
NJ	1	- 860	7	800[2]	9	- 803	3	- 657	5	-792	4	-711	4	- 708	12	- 797	13	-757
PA	6	- 464	12	- 568	13	- 643	29	- 652	43[3]	-687	44	-744	35	- 619	55	- 661	57	-693
WV	2	- 560	6	- 738	8	- 714	4	- 727	6	-643	4[4]	-554	6	- 671	12	- 690	12	-634
TOTAL	17	- 576	33	- 665	39	- 743	48	- 672	65	-704	67	-730	65	- 646	98	- 691	106	-736

TABLE 3a ROOM CLEANING

TYPE & YR / STATE	PUBLIC INSTITUTIONS			PRIVATE INSTITUTIONS			ALL INSTITUTIONS		
	75	76	77	75	76	77	75	76	77
DE	-	-	-	-	-	1	-	-	1
DC	-	-	-	3	3	2	3	3	2
MD	-	1	-	2	-	-	2	1	-
NJ	-	-	-	1	1	-	1	1	-
PA	1	4	3	8	12	11	9	16	14
WV	1	1	2	1	-	-	2	1	2
TOTAL	2	6	5	15	16	14	17	22	19
%	11.8	18.2	12.8	31.3	24.3	20.6	26.2	22.2	17.8

TABLE 3b FREQUENCY OF CLEANING

YEAR / FREQUENCY	1975	1976	1977
DAILY	1	1	2
BIWEEKLY	-	2	1
WEEKLY	8	7	8
MONTHLY	1	1	2
SEMIANNUALLY	4	6	3
OTHER/NOT SPECIFIED	3	5	4
TOTAL	17	22	20

TABLE 4 LINEN SERVICE

STATE \ YEAR	1975	1976	1977
DE	-	-	-
DC	1	1	1
MD	2	1	1
NJ	1	2	-
PA	12	18	18
WV	1	4	4
TOTAL	17	26	24
%	26.2	26.3	22.4

TABLE 5 BOARD RATES[6]

STATE \ TYPE & YR	PUBLIC INSTITUTIONS						PRIVATE INSTITUTIONS						ALL INSTITUTIONS					
	75		76		77		75		76		77		75		76		77	
	N	$	N	$	N	$	N	$	N	$	N	$	N	$	N	$	N	$
DE	1	746	1	796	1	796	-	-	1	700	2	798	1	746	2	748	3	797
DC	-	-	-	-	-	-	6	700	5	763	5	806	6	700	5	763	5	806
MD	7	652	5	667	7	707	6	768	4	703	7	826	13	710	9	683	14	766
NJ			4	661	5	603	3	783	4	813	4	883	3	783	8	737	9	727
PA	6	491	12	607	13	550	29	685	39	703	39	749	35	652	51	680	52	699
WV	2	730	6	782	8	797	4	706	6	744	5	727	6	715	12	763	13	770
TOTAL	16	604	28	670	34	655	48	705	59	720	62	770	64	681	87	704	96	729

TABLE 6 MEALS PER WEEK

MEALS & YEAR / INSTITUTION	15			19			20		
	75	76	77	75	76	77	75	76	77
PUBLIC	1	2	3	4	9	8	8	6	10
PRIVATE	3	4	3	14	17	19	12	10	11
ALL	4	6	6	18	26	27	20	16	21
%	6.2	6.9	6.4	27.7	29.9	28.7	30.8	18.4	22.3

MEAL & YEAR / INSTITUTION	21			OTHER [7]			TOTAL		
	75	76	77	75	76	77	75	76	77
PUBLIC	2	8	10	-	2	4	15	27	35
PRIVATE	21	22	23	-	7	3	50	60	59
ALL	23	30	33	-	9	7	65	87	94
% [8]	35.4	34.5	35.1	-	10.3	7.4	100	100	100

TABLE 7a OCCUPANCY - MEN'S HALLS 9

TYPE & YR / STATE	PUBLIC INSTITUTIONS						PRIVATE INSTITUTIONS						ALL INSTITUTIONS					
	75 10		76		77		75		76		77		75		76		77	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%
DE	-	-	1-	100.00	1-	100.60	-	-	1-	95.00	2-	95.00	-	-	2-	97.50	3-	96.86
DC	-	-	-	-	-	-	-	-	3-	98.37	3-	97.50	-	-	3-	98.37	3-	97.50
MD	-	-	7-	90.22	7-	101.28	-	-	2-	102.50	4-	100.75	-	-	9-	92.95	11-	101.08
NJ	-	-	3-	96.66	3-	102.33	-	-	4-	99.00	2-	101.50	-	-	7-	98.00	5-	101.99
PA	-	-	10-	99.78	11-	100.86	-	-	27-	97.90	31-	90.48	-	-	37-	96.97	42-	93.19
WV	-	-	6-	98.50	7-	92.04	-	-	6-	89.66	4-	93.75	-	-	12-	94.08	11-	92.66
TOTAL	-	-	27-	96.68	29-	99.42	-	-	43-	97.03	46-	96.49	-	-	70-	96.89	75-	95.17

TABLE 7b OCCUPANCY - WOMEN'S HALLS

TYPE & YR / STATE	PUBLIC INSTITUTIONS						PRIVATE INSTITUTIONS						ALL INSTITUTIONS					
	75		76		77		75		76		77		75		76		77	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%
DE	-	-	1-	100.00	1-	102.40	-	-	1-	95.00	1-	90.00	-	-	2-	97.50	2-	96.20
DC	-	-	-	-	-	-	-	-	3-	99.53	4-	94.05	-	-	3-	99.53	4-	94.05
MD	-	-	7-	93.38	7-	100.85	-	-	3-	108.00	5-	98.40	-	-	10-	97.70	12-	99.82
NJ	-	-	4-	98.25	3-	102.33	-	-	4-	100.00	3-	100.66	-	-	8-	99.12	6-	101.49
PA	-	-	11-	98.21	12-	99.57	-	-	31-	95.34	38-	93.94	-	-	42-	96.09	50-	95.29
WV	-	-	6-	90.00	7-	93.74	-	-	6-	95.33	4-	92.75	-	-	12-	92.66	11-	93.38
TOTAL	-	-	29-	93.80	30-	99.77	-	-	48-	96.77	55-	94.96	-	-	77-	96.26	85-	96.08

TABLE 7c OCCUPANCY - COED HALLS

TYPE & YR / STATE	PUBLIC INSTITUTIONS						PRIVATE INSTITUTIONS						ALL INSTITUTIONS					
	75		76		77		75		76		77		75		76		77	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%
DE	-	-	1-	100.00	1-	100.80	-	-	-	-	1-	100.00	-	-	1-	100.00	2-	100.40
DC	-	-	-	-	-	-	-	-	3-	99.38	4-	99.30	-	-	3-	99.38	4-	99.30
MD	-	-	6-	100.38	7-	100.35	-	-	3-	106.00	3-	99.33	-	-	9-	102.25	10-	100.04
NJ	-	-	4-	98.25	6-	100.90	-	-	3-	98.33	2-	101.50	-	-	7-	98.28	8-	101.05
PA	-	-	9-	99.79	10-	98.64	-	-	20-	98.99	24-	94.00	-	-	29-	99.23	34-	95.36
WV	-	-	1-	97.00	1-	97.00	-	-	3-	88.66	3-	97.66	-	-	4-	90.75	4-	97.49
TOTAL	-	-	21-	99.54	25-	99.53	-	-	32-	98.65	37-	98.63	-	-	53-	99.00	62-	97.40

TABLE 7d OCCUPANCY - ALL HALLS

TYPE & YR / STATE	PUBLIC INSTITUTIONS						PRIVATE INSTITUTIONS						ALL INSTITUTIONS					
	75		76		77		75		76		77		75		76		77	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%
DE	-	-	1-	100.00	1-	101.30	-	-	1-	95.00	3-	96.66	-	-	2-	97.50	4-	97.82
DC	-	-	-	-	-	-	-	-	4-	98.91	5-	95.04	-	-	4-	98.91	5-	95.04
MD	-	-	7-	99.18	8-	100.31	-	-	4-	102.75	7-	97.92	-	-	11-	100.48	15-	99.11
NJ	-	-	6-	98.66	8-	99.48	-	-	5-	98.50	4-	98.25	-	-	11-	98.59	12-	99.07
PA	-	-	12-	98.89	13-	100.36	-	-	40-	95.56	43-	94.43	-	-	52-	96.33	56-	95.81
WV	-	-	6-	92.50	6-	92.16	-	-	6-	92.66	4-	93.50	-	-	12-	92.58	10-	92.60
TOTAL	-	-	32-	97.75	36-	98.71	-	-	60-	96.21	66-	95.12	-	-	92-	96.74	102-	96.40

NOTES

1 Ninth month double room rate, or average rate for institutions with varying rates. When such a combined rate for room and board was reported, one half of that rate was used as the room rate, as the questionnaire indicated would be done.

2 Apparent rate reduction here is evidently the result of the extremely small size of the previous year's sample in this cell, i.e. one institution.

3 No rate data reported for one institution in this cell, thus the N here is 43 rather than the 44 of Table 1.

4 No usable rate data for one institution in this cell, thus the N here is 4 rather than the 5 of Table 1.

5 One institution reported two different cleaning schedules, thus the total is 20 rather than the 19 in Table 3a, total 1977.

6 Ninth month rate for most heavily enrolled board plan. Where only a combined rate for room and board was reported, one half of that rate was used as the board rate, as the questionnaire indicated would be done.

7 Not tabulated in 1975 study.

8 Because of rounding, percentages may not add up to 100.

9 In this and in the subsequent three tables, responses such as "100%+" were treated as a response of 101% for tabulation purposes.

10 Occupancy not tabulated in 1975.

MACUHO

MID-ATLANTIC ASSOCIATION OF COLLEGE AND UNIVERSITY HOUSING OFFICERS

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RESEARCH & INFORMATION

ANNUAL RATE & OCCUPANCY SURVEY

TO: Chief Housing Officers:

MACUHO Research & Information is conducting its third annual survey of room and board rates and occupancy trends in the region. Your assistance in this effort will be appreciated. Results will be mailed to all respondents. Copies of past studies may be obtained from the address above.

1. Institution name: _____

2. ANNUAL (9 month) double room rate*
   (if you have several rates, please average) _____

3. a. Does the above rate include any cleaning of student rooms, other than during Summer? YES _____ NO _____
   b. If yes, how often?

4. Does the above room rate include linen service? YES _____ NO _____

5. ANNUAL (9 month) board rate for your most heavily enrolled Meal Plan:* _____

6. Number of meals per week in above Meal Plan: _____

7. Please indicate the occupancy level for the following categories as applicable:

   Men's Halls _____ % Women's Halls _____ %

   Coed Halls _____ % All Halls Combined _____ %

Was the envelope containing this questionnaire properly addressed to reach you easily?

YES _____ NO _____

If not, please type or print your correct address:

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* If you have only a combined rate for both room and board, please try to indicate the portion, in dollars or as a percentage, that is allocated to room and to board. In the absence of such detail, we will have no choice but to allocate 50% to each, and such allocation may not accurately reflect your situation.

Please return this survey to the address indicated on its heading.

080977RRS